

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.A. Multimedia

**BMM 1 (2) C01—INTRODUCTION TO MULTIMEDIA AND E-CONTENT
DEVELOPMENT**

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Digital Art.
2. 3D Animation.
3. Graphic Design softwares.
4. Adobe Illustrator.
5. HDMI.
6. E-journals.
7. Contrast Ratio.
8. Acoustics.
9. Webinar.
10. Byju's learning app.
11. PDF.
12. Freeware.
13. Web archives.
14. SWAYAM MOOCs.
15. Virtual Classrooms.

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. What is component video ?
17. Write a note on various image compression techniques.
18. Write a note on HTML.
19. Write a note on digital audio.
20. Attempt a note on Web 2.0.
21. What are the different types of e-content ?
22. Discuss about Learning Management System.
23. Discuss about learner engagement strategies in e-content development.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Attempt an essay on the career opportunities associated with e-content development.
25. Discuss in detail about the characteristics and applications of multimedia.
26. Attempt an essay on image authoring and editing techniques.
27. Discuss in detail the e-content development cycle.

(2 × 10 = 20 marks)

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.A. Multimedia

BMM 2C 02—E-CONTENT DEVELOPMENT

Time : Two Hours

Maximum : 60 Marks

Section A

Answer at least eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Vlog.
2. Udemy.
3. SEO.
4. Interactive media.
5. Video-on-demand.
6. Dpi.
7. Copyright.
8. Google workspace.
9. Blended learning.
10. ICT.
11. Video Conferencing.
12. Subject Matter Expert.

(8 × 3 = 24 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Explain the features of e-learning portals ?
14. What are LMS and LCMS ?
15. Write a note on virtual classrooms ?
16. What is a MOOC ? Provide examples.
17. Write a note on e-learning apps.
18. What are the features of e-learning ?
19. Explain the SAM model of instructional design.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. Discuss in detail the significance of virtual learning in today's education sector.
21. Write in detail about e-content development cycle.

(1 × 11 = 11 marks)

SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.A. Multimedia

BMM 2B 02—CREATIVITY AND DESIGN SKILLS

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BMM 2B 02—CREATIVITY AND DESIGN SKILLS

(Multiple Choice Questions for SDE Candidates)

1. Pick the odd one out :
 - (A) Proximity.
 - (B) Proportion.
 - (C) Texture.
 - (D) Balance.
2. How many colour channels are available in an RGB image by default ?
 - (A) 4.
 - (B) 3.
 - (C) 2.
 - (D) 1.
3. RYB :
 - (A) Colour model for print.
 - (B) Colour model for web.
 - (C) Colour model for drawing.
 - (D) None of the above.
4. Creativity :
 - (A) Origination of new thing.
 - (B) Duplication.
 - (C) Modified design.
 - (D) None of the above.
5. Perspective :
 - (A) Parallel lines.
 - (B) Effect of distance.
 - (C) Bitmaps.
 - (D) None of the above.
6. Design :
 - (A) Concept of a work of art.
 - (B) Print production.
 - (C) Lamination.
 - (D) Post production.
7. The arrangement of the visual elements :
 - (A) Composition.
 - (B) Unity.
 - (C) Harmony.
 - (D) Contrast.

8. Contrast :

- (A) Difference against each other. (B) Difference in elements.
(C) Difference in image. (D) None of the above.

9. Design :

- (A) Scheme of pictorial construction. (B) Organized collection of work.
(C) Post production. (D) None of the above.

10. Two-dimensional :

- (A) Height, width, and depth. (B) Height, and width.
(C) Height, and depth. (D) None of the above.

11. Tint :

- (A) Amount of light reflected. (B) A hue at a lighter value.
(C) A hue at a darker value. (D) The reflection source of light.

12. Tone :

- (A) The character of a colour or value of a surface.
(B) A hue at a lighter value.
(C) A hue at a darker value.
(D) The reflection source of light.

13. Half tone :

- (A) Tone between the lighted and the shaded side.
(B) A hue at a lighter value.
(C) A hue at a darker value.
(D) The reflection source of light.

14. Shadow :

- (A) Deprived of direct light. (B) Light rebounding from nearby surfaces.
(C) Light obscured by an object. (D) The reflection source of light.

15. Complementary colours are used to create _____.
- (A) Contrast. (B) Value.
(C) Density. (D) None of the above.
16. _____ colours are a group of colours that consist of reds, yellows, and oranges.
- (A) Cool. (B) Warm.
(C) UV. (D) Red.
17. _____ is the arrangement of the objects in a given design as it relates to their visual weight within a composition.
- (A) Balance. (B) Unity.
(C) Rhythm. (D) Dominance.
18. _____ relates to varying degrees of emphasis in design.
- (A) Balance. (B) Unity.
(C) Rhythm. (D) Dominance.
19. A _____ rhythm occurs when the intervals between the elements, and often the elements themselves, are similar in size or length.
- (A) Regular. (B) Flowing.
(C) Progressive. (D) None of the above.
20. _____ is the comparison of dimensions or distribution of forms, it is the relationship in scale between one element and another, or between a whole object and one of its parts.
- (A) Balance. (B) Unity.
(C) Rhythm. (D) Proportion.

SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.A. Multimedia

BMM 2B 02—CREATIVITY AND DESIGN SKILLS

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Surrealism.
2. Michael Angelo.
3. Contrast in design.
4. Colour separation.
5. Shade.
6. Aesthetics.
7. Hue.
8. Visual Communication.
9. Texture.
10. Cool colours.
11. RAW image format.
12. Complementary colours.
13. Monochrome.
14. Form.
15. Classical Art.

(10 × 3 = 30 marks)

Section B*Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. What is Renaissance in art ?
17. What is folk art ?
18. What do you mean by creativity ?
19. Write down the features of modern art.
20. What are the different elements of design ?
21. What are the skills required for drawing ?

Turn over

22. Discuss about colour theory.
23. Discuss about the different types of visual balance.

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. Discuss in detail the history of art.
25. Explain the principles of design with suitable examples.
26. Discuss with suitable examples the significance of colour in various forms of visual communication.
27. Examine, how imagination and visual thinking plays a vital role in the design process ?

(2 × 10 = 20 marks)

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.A. Multimedia

JOU 2C 04—NEWSPAPER JOURNALISM

(2017 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

JOU 2C 04—NEWSPAPER JOURNALISM

(Multiple Choice Questions for SDE Candidates)

1. Which is the face of the newspaper ?
 - (A) Headlines.
 - (B) Front page.
 - (C) Edit page.
 - (D) Masthead.
2. Which of the following was developed the earliest ?
 - (A) AM Radio.
 - (B) Television.
 - (C) DRM.
 - (D) DTH.
3. Small advertisements classified according to subject area and carrying no illustrations are known as :
 - (A) Small ads.
 - (B) News library.
 - (C) Back volume stock.
 - (D) Classified.
4. Is a detailed account of the coming event :
 - (A) Future story.
 - (B) Advancer.
 - (C) Curtain raiser.
 - (D) Advance.
5. Title registration of newspaper is done by :
 - (A) RNI.
 - (B) DAVP.
 - (C) PIB.
 - (D) IPRD.
6. The main headline on the top of a page covering all columns is known as :
 - (A) Blurb.
 - (B) Lead.
 - (C) Banner.
 - (D) Blow-up.
7. Is not a principle of page make-up :
 - (A) Proportion.
 - (B) Balance.
 - (C) Contrast.
 - (D) Five Ws.

8. Removing unwanted area of picture is called :
- (A) Cropping. (B) Creeping.
(C) Crossing. (D) Crawling.
9. Slander and libel is associated with :
- (A) Assault. (B) Defamation.
(C) Nuisance. (D) Hot news.
10. Times of India was the first newspaper to appoint :
- (A) Editor. (B) Managing editor.
(C) Executive editor. (D) Ombudsman.
11. The Right to Information Act was enacted in :
- (A) 2004. (B) 2003.
(C) 2006. (D) 2005.
12. Crystallizing public opinions was authored by :
- (A) Black Sam. (B) Edward L. Bernay.
(C) Berlo. (D) Aristotle.
13. The word 'journalism' is derived from the word 'Diurnalis' :
- (A) Latin. (B) French.
(C) Italian. (D) English.
14. Which section of IPC defines the offence of defamation ?
- (A) 409. (B) 499.
(C) 489. (D) 408.
15. The oldest established news agency in the world :
- (A) Reuters. (B) AFP.
(C) UPI. (D) AP.

16. The first Chairman of the Press Council of India was :
- (A) Justice J.R.Mudholkar. (B) Justice Y.V. Chandrachood.
(C) Justice V.R.Krishna Iyer. (D) Justice Ranganath Mishra.
17. The head quarters of the PTI :
- (A) Mumbai. (B) Chennai.
(C) New Delhi. (D) Bangalore.
18. Who is known as Indian Gutenberg ?
- (A) James Augustus Hicky. (B) John de Bustamante.
(C) John Bosco. (D) Col. James Todd.
19. UNI for Univarta and PTI for :
- (A) PTI- Hindi. (B) Varta.
(C) PTI Varta. (D) Bhasha.
20. Multimedia represents the convergence of text, pictures, video and _____ into a single form.
- (A) News. (B) Sound.
(C) Songs. (D) All of the above.

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.A. Multimedia

JOU 2C 04—NEWSPAPER JOURNALISM

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. The latest time at which a story can be accepted is called _____.
2. Who coined the word Fourth Estate ?
3. Which is the first newspaper in India to appoint an Ombudsman ?
4. The oldest established news agency in the world is _____.
5. The printing press was introduced in India during _____ century.
6. Yellow journalism derived its name from an early comic character called _____.
7. A piece of news obtained and published by one newspaper before its competitors is known as _____.
8. Mario Miranda was a famous Indian _____.
9. Leader writer is one who writes the _____.
10. National Press Day is on _____.

(10 × 1 = 10 marks)

Section B*Answer any eight of the following.**Each question carries 2 marks.*

- | | |
|----------------|----------------------|
| 11. Dummy. | 12. Reader's Editor. |
| 13. Flag. | 14. Hard News. |
| 15. News Beat. | 16. Copy fitting. |

Turn over

- 7 Hypermedia is :
- Non linear medium of information.
 - Traditional media.
 - Non interactive media.
 - None of the above.
- 8 Internet radio broadcast is otherwise called :
- Narrowcast.
 - Broadcast.
 - Podcast.
 - None of the above.
- 9 Which of the following is the unique element of new media ?
- Hypertext.
 - Sound.
 - Visuals.
 - Images.
- 10 An example for interactive media :
- Magazines.
 - Newspaper.
 - Radio.
 - Websites.

(10 × 1 = 10 marks)

Part B

II. Answer any *ten* questions :

- What is a MOOC ?
- What are the different types of e-content ?
- What is an LMS ?
- What is HTML ?
- What is a web browser ?
- Write a note on Webzines.
- Who is a web content writer ?
- What is UI design ?
- What is called multimedia authoring ?
- What is a PDF file ?
- Write a note on ADDIE model ?
- What is animation ?

(10 × 2 = 20 marks)

Part C

III. Answer any *five* questions :

- 23 Define e-content. Provide examples of e-content.
- 24 Explain in detail the significance of virtual learning.
- 25 Explain the SAM model of instructional design.
- 26 Discuss the qualities and characteristics of a good e-content.
- 27 Explain the process of storyboarding for e-content.
- 28 Discuss about LMS and LCMS.
- 29 Explain the significance of authoring tools in e-content creation.
- 30 Write in detail about the various learner engagement strategies.

(5 × 4 = 20 marks)

Part D

IV. Write an essay on any *two* questions :

- 31 Discuss in detail about the impact of e-content and e-learning in education sector.
- 32 Explain the various stages associated with educational e-content production.
- 33 Discuss in detail about the various presentation strategies of e-content.

(2 × 15 = 30 marks)

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021****B.A. Multimedia****BMM 2B 02—CREATIVITY AND DESIGN SKILLS****(2017 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BMM 2B 02—CREATIVITY AND DESIGN SKILLS

(Multiple Choice Questions for SDE Candidates)

1. What is the most common colour mode used for printing purpose ?
 - (A) CMYK.
 - (B) RGB.
 - (C) Lab Colour.
 - (D) YGB.
2. Pick the hexadecimal web-safe colour code for Red :
 - (A) #FEF.
 - (B) #00F
 - (C) #F00.
 - (D) #EEO.
3. How many colour channels are available in a greyscale image by default ?
 - (A) 4.
 - (B) 3.
 - (C) 2.
 - (D) 1.
4. Which one of the following is not a principle of design ?
 - (A) Shape.
 - (B) Contrast.
 - (C) Unity.
 - (D) Balance.
5. Visual Thinking :
 - (A) Thinking through visual processing.
 - (B) Thinking without imagination.
 - (C) Thinking without ideas.
 - (D) None of the above.
6. Perspective :
 - (A) Parallel lines.
 - (B) Effect of distance.
 - (C) Bitmaps.
 - (D) None of the above.
7. Design :
 - (A) Concept of a work of art.
 - (B) Print production.
 - (C) Lamination.
 - (D) Post production.

8. Proportion :
- (A) The size relationships. (B) Unity.
(C) Harmony. (D) Contrast.
9. Difference in colour and light :
- (A) Harmony. (B) Contrast.
(C) Unity. (D) Balance.
10. Texture :
- (A) Difference in elements. (B) Difference in image.
(C) None of the above. (D) The surface feel of an object.
11. Three-dimensional :
- (A) Height, width, and depth. (B) Height, and width.
(C) Height, and depth. (D) None of the above.
12. Colour separation :
- (A) Print Production. (B) Web Production.
(C) Post production. (D) None of the above.
13. Tint :
- (A) Amount of light reflected. (B) A hue at a lighter value.
(C) A hue at a darker value. (D) The reflection source of light.
14. High Light :
- (A) The character of a colour or value of a surface.
(B) A hue at a lighter value.
(C) A hue at a darker value.
(D) The reflection source of light.

15. An element of art that refers to the lightness or darkness of a color is a _____.
- (A) Value. (B) Form
(C) Space. (D) Intensity.
16. _____ are colours that are found side by side on the colour wheel, used to create colour harmony.
- (A) Analogous colours. (B) Complementary colours.
(C) Warm colours. (D) Cool colours.
17. _____ colours are group of colours that consist of purples, greens, and blues.
- (A) Warm. (B) Cool.
(C) Blue. (D) Pale.
18. _____ relates to varying degrees of emphasis in design.
- (A) Balance. (B) Unity.
(C) Rhythm. (D) Dominance.
19. _____ can create a sense of movement, and can establish pattern and texture. There are many different kinds of rhythm, often defined by the feeling it evokes when looking at it.
- (A) Balance. (B) Unity.
(C) Rhythm. (D) Dominance.
20. A _____ rhythm gives a sense of movement, and is often more organic in nature :
- (A) Regular. (B) Flowing.
(C) Progressive. (D) None of the above.

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.A. Multimedia

BMM 2B 02—CREATIVITY AND DESIGN SKILLS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

I. Answer *all* questions :

1 What is the best colour mode for websites and digital communications ?

- a) RGB.
- b) Lab Colour.
- c) CMYK.
- d) HLS.

2 _____ is the use of visual elements to convey ideas and information.

- a) Oral Communication.
- b) Written Communication.
- c) Visual Communication.
- d) None of the above.

3 _____ is a gradation or variety of a color.

- a) Hue.
- b) Depth.
- c) Intensity.
- d) None of the above.

4 _____ a form of computer graphics, is the set of mechanisms for creating visual images directly from geometric shapes defined on a Cartesian plane, such as points, lines, curves, and polygons.

- a) Scalar graphics.
- b) Raster graphics.
- c) Vector graphics.
- d) None of the above.

5 Pick the odd one out :

- a) Texture.
- b) Proximity.
- c) Balance.
- d) Proportion.

Turn over

- 6 Orange, red, yellow, and combinations of these and similar colors are :
- a) Cool Colours.
 - b) Warm Colour.
 - c) Hot Colours.
 - d) None of the above.
- 7 Expand TIFF :
- a) Tagged Indexed File Format.
 - b) Text and Image File Format.
 - c) Tagged Image File Format.
 - d) None of the above.
- 8 Which one of the following is not an element of design ?
- a) Shape.
 - b) Balance.
 - c) Colour.
 - d) None of the above.
- 9 Foreground means :
- a) Nearer view of an image.
 - b) Farthest view of an image.
 - c) Bottom of the image.
 - d) None of the above.
- 10 Perspective is related to :
- a) Effect of distance.
 - b) Parallel lines.
 - c) Bitmaps.
 - d) None of the above.

(10 × 1 = 10 marks)

Part B

II. Answer any *ten* questions :

- 11 What is realism in art ?
- 12 What do you mean by proportion in design ?
- 13 What is graphic design ?
- 14 What do you mean by visual thinking ?
- 15 What do you mean by classical art ?
- 16 What are the tools of creativity ?
- 17 What is CMYK colour scheme ?

- 18 What are the qualities of a good design ?
- 19 What do you mean by Renaissance ?
- 20 Define colour sense in drawing ?
- 21 What are three dimensional designs ?
- 22 What are warm and cool colours ?

(10 × 2 = 20 marks)

Part C

III. Answer any *five* questions :

- 23 Explain the essential skills needed for creativity.
- 24 Explain the various elements of design in detail.
- 25 Write about the various colour schemes employed in graphic design.
- 26 What are the different principles of design ?
- 27 Compare and contrast classical and modern art.
- 28 Explain colour theory.
- 29 Write a note on the various design softwares.
- 30 Discuss about the different types of visual balance ?

(5 × 4 = 20 marks)

Part D

IV. Write an essay on any *two* questions :

- 31 “Creating thinking is a way to develop novel or unorthodox solutions that do not depend wholly on past or current solutions”.

Discuss the statement with reference to the creative industry.

- 32 Trace the history of art.
- 33 Explain in detail the applications of digital illustrations.

(2 × 15 = 30 marks)